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Equine Events Saddle Up for 2026 Wisconsin Farm Technology Days

Stratford, WI – The 2026 Wisconsin Farm Technology Days is bringing even more horsepower to the showgrounds this summer with an expanded lineup of equine attractions and competitions, including the exciting MP-Horses Trainers Challenge.

Hosted July 14-16, 2026, at Redetzkes' No Joke Dairy near Stratford, Wisconsin, the event will showcase agriculture, innovation, entertainment, and rural lifestyle experiences for attendees of all backgrounds. The equine area is expected to become one of the show's most interactive attractions, featuring live demonstrations, educational opportunities, and competitive horse events throughout the three-day show.

One of the featured attractions will be the MP-Horses Trainers Challenge, where trainers will spend more than 135 days preparing horses before competing live during Wisconsin Farm Technology Days. Throughout the event, trainers and horses will participate in classes and demonstrations designed to showcase horsemanship, training progress, versatility, and the connection between horse and rider.

"We are excited to bring an equine experience to Wisconsin Farm Technology Days that offers something for everyone," said Michelle Paul, Equine Chair for the 2026 Wisconsin Farm Technology Days. "From dedicated horse enthusiasts to families simply looking to experience something new at the show, the equine events will showcase the passion, talent, and lifestyle that are such an important part of rural Wisconsin."

The equine area will complement the show's field demonstrations, ride-and-drive experiences, youth activities, and hundreds of exhibitors from across the agriculture industry. Attendees can expect a variety of equine-focused activities and demonstrations designed to entertain while also highlighting the role horses continue to play within agriculture and rural communities. The 2026 Wisconsin Farm Technology Days theme, "We're Serious," highlights Wisconsin agriculture's commitment to innovation, education, and the future of rural communities – while still creating an enjoyable and memorable experience for attendees of all ages.

Wisconsin Farm Technology Days, Inc. is the premier Wisconsin agricultural showcase hosted by generous farm hosts around the state each summer. New innovations, technologies, products and

services are featured by hundreds of exhibiting companies and organizations to provide resources to farmers and the public. Thousands of attendees from across the Midwest seek the event to learn more about agriculture by networking. Wisconsin Farm Technology Days, Inc. is a nonprofit 501(c)(3) dedicated to education and sharing knowledge.